



Pancreatic Cancer: Persisting Unmet Needs and 5th Leading Cause of Cancer Death

April 2004

FOR IMMEDIATE RELEASE

SAN FRANCISCO, April 30 /PRNewswire/ – Until recently, pancreatic cancer has received less clinical and research attention than other cancers such as breast or prostate cancer. However, there is increased impetus to understand, prevent, and manage pancreatic cancer due to its lethal nature and significant unmet diagnostic and therapy needs.

UNMET NEED AMONG HIGHEST OF ALL CANCERS

Over 30,000 cases of pancreatic cancer are diagnosed each year, and with a five-year survival rate of less than 4%, it is the fifth leading cause of cancer related deaths.

PIPELINE INDICATES HIGH LEVEL OF INDUSTRY ATTENTION

Worldwide, at least 87 anti-cancer agents are in development for treating pancreatic cancer. These drugs utilize molecular approaches ranging from inhibition of angiogenesis, disruption of cell division, and immunomodulation through vaccination.

Promising new treatments include:

- Vaccine G17DT (Apton Corporation / Aventis Pasteur)
- Vascular endothelial growth factor [VEGF] antagonist bevacizumab (Genentech / Roche / Chugai)
- Epidermal growth factor [EGFR] inhibitors cetuximab (ImClone Systems / Bristol-Myers Squibb / Merck KgaA) and erlotinib (Genentech / Roche)
- DNA topoisomerase I inhibitors rubitecan (SuperGen), irinotecan (Yakult Honsha / Pfizer), exatecan (Daiichi Pharmaceutical)
- DNA antagonist mitozytrex (SuperGen)
- Metalloproteinase inhibitor marmistat (Vernalis / Schering-Plough)
- Farnesyl transferase inhibitor tipifarnib (Janssen Pharmaceutical)
- ATPase stimulant triacetyluridine (Wellstat Therapeutics Corporation)
- Market forecasts by drug class
- Epidemiological forecasts through 2013

■ Tumor necrosis factor antagonist virulizin (Lorus Therapeutics / Mayne Group)

■ Growth hormone antagonist lanreotide (Beaufour Ipsen Pharma / Biomeasure / Ipsen)

PANCREATIC CANCER PREMIERES MARKET INTELLIGENCE SERVICE

Pancreatic Cancer is the first of the [EPIQ](#) programs in oncology market intelligence, a service provided jointly by WWMR, Inc. and IntrinsicQ Research. The program will be launched in June 2004.

This comprehensive program forecasts the value of the US pancreatic cancer market by patient segment and drug class, including both current and upcoming drugs for the treatment of pancreatic cancer. Market value and patient populations (exocrine and endocrine) are forecasted through 2013.

BREAKTHROUGH IN MARKET RESEARCH INTELLIGENCE

WWMR, Inc. and IntrinsicQ Research have partnered to produce [EPIQ](#), the definitive series of cancer market intelligence programs, based heavily on IntrinsicQ's database, which uses real-time chemotherapy data directly from oncology patients' medical records.

[EPIQ](#) is the first market intelligence program to combine data from actual chemotherapy orders with analysis and commentary on current and emerging pharmaceutical and biotech markets.

The Pancreatic Cancer Program will be launched in June 2004, coinciding with the annual conference of the American Society of Clinical Oncology (ASCO). The program will deliver comprehensive market intelligence through product and market forecasts, epidemiological data, treatment trends, and product pipeline evaluations. Moreover, clinicians' opinions about unmet clinical needs and of specific investigational agents will augment the review of the hard data. In addition, periodic updates to the data and analysis will be delivered to clients to ensure access to the latest information and trends occurring in the marketplace.

About IntrinsicQ Research, www.IntrinsicQ.com : IntrinsicQ Research is the premier source for U.S. oncology data and analysis. IntrinsicQ's market leading software application, IntelliDose, captures the treatment decisions and details of over 7,500 patients a month who make over 30,000 visits a month to oncologists, creating an unrivaled database of accurate, detailed and timely information about the oncology care process. This database is the foundation of products and services that are designed to uniquely address the business issues and decisions to the pharmaceutical product manager, market researcher and financial analyst.

About WWMR, Inc. (Worldwide Marketing Research) A well-respected marketing research and strategic consulting firm with global capabilities. Since 1994, WWMR has provided more than 1000 insightful, proprietary studies to pharmaceutical, biotech, medical device, and diagnostics companies worldwide. Using primary and secondary research methodologies, WWMR provides insights on current and emerging markets using their expertise in product and technology assessments, forecast modeling, epidemiology projections, product launch monitoring (pre- and post-), primary marketing research and medical economic analyses.

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